

A Systems Engineer Unleashes Income with Computer Industry Niche

In 2014, Johnson, Systems Engineer that was riding the ups and downs of income from his freelance business. He offered computer repair services for a few loyal clients, but the consistency of repair works was so unreliable he almost considered going back to his former corporate life.

"I was on a shortage of clients and repair works. I was unable to run the business without clients." he said.

But one thing completely turned Johnson's business around. In just seven weeks, he added 5 clients in his belt. His tactic: Focusing on the big internet centre.

"When I re-launched myself as a internet service provider, it happened so faster quickly and I've never looked back. Best thing I ever even think!" he said.

A "Knowledge-Based" Niche

Johnson learned a powerful business idea; doing one thing successfully.

"Clients trust me because I know their businesses very well," he said. "Almost every industry now, desperately looking for skilled service engineers. If you find a good company you understand you're going to do a lot better than just repairing computers."

Johnson brought years of IT experience to his business. Before becoming a freelancer his most recent job was as a Systems Engineer for an IT school. While he enjoyed the field, he was looking for a business opportunity to escape from the 9-5 job.

When Johnson met me in a restaurant, he glimpsed an opening. He told me throughout his career. Why not go on his own as a business owner? He quickly came to my office to have a detailed discussion about various industry niches to start a business on his own.

I gave him an introduction to business opportunities and how I helped some entrepreneurs who succeeded in their life.

"The information was useful," he said. "I attended a small presentation in his office that gave all the details of starting a business from scratch, finding clients, building the freeancer website, and promoting it. I learned the 12 proven marketing strategies to reach the prospects. He taught me how much to charge and how to solve customers problems and become trustworthy."

A Recognized Authority

Johnson returned home from his office and put the principles to practice. His former boss became his first client. The web designer's guidelines as a business consultant, web designer cum copywriter rounded out him two decades of computer hardware experience, and bumped up his value for clients.

Johnson again took a chance to work for some more clients referred by myself and his former boss. Several months later he was shocked to get a contract from a large financial institution that make him more money. He became the authority in his niche industry. Every year, the organization renews its contract and gives repeated business to him.

But true success came after Johnson's decisive dive into the online sales of computers and its peripherals. **"For me, the online sales was a no-brainer activity," he said. "I love computers, I know what the customers need and I have a ton of products to sell."**

He asked me to write a business plan and to create a focused web site. He reached out to all the industrial parks, joined local chamber of commerces and volunteered to work for some charities.

Putting his computer servicing skills to good use, Johnson offered a series of services in the industry, including "Server configuration and Networking Solutions" and "CCTV Setup for Auditing firms, Logistics and other Transport Organizations."

"I really loved my profession and my industry," Johnson said. "I started getting inquiries for the computer service and gaining moving forward. It's like a heaven on earth, getting nicer and faster. With a focus on the IT industry, I saw a nice, steady increase in my computer servicing income."

Early on, Johnson sought out clients. Now, they come to him. He works for Banks, Auditors, schools, internet cafes, software companies and more.

By grabbing his niche, Johnson has become a recognized authority on repair services in the IT industry as well as in sales in general. He frequently speaks at the local business chamber's events. The latest success in his career is the maintenance job in a premier IT organization in India.

Johnson's niche is not only IT, but also fun. He recalls his recent visit to an IT conference.

"There was a speaker that lectured about the cyber criminals and more shoppers to find products online and to make purchases.!" he said. "It's not sure what new things you'll come across in this industry!"

Redefining the IT Professional's Life

Since becoming an IT professional, Johnson has done his career oriented jobs more flexibly on his own terms. When a client asked him to join his company as a fulltime employee , he looked for a politics free and enjoyable environment for more productivity.

Now Johnson gives advices for companies working as an IT Consultant. With computer services and sales as a fulltime business, he boosts his income he never thought. He's also become a broker matchmaking both buyers and suppliers of computers and laptops.

In this approach, Johnson enjoys the be your own boss lifestyle and the six figure income he wants. He works from his small office in the heart of the city of Chennai.

"I have escaped from the corporate life, working full time for myself, from my own office," he said. "I do what I like and I have plenty of time to get more works done. I can spend my valuable time with my kids. And I go overseas when I like. The freedom life can help you acheive more challenges and you plan to offer the same lifestyle for others who struggle in their career."

Johnson's Tips For Business Owners

- **Focus** – Do a market research on what service to offer and make sure whether there are hungry buyers to buy from you. With the right business knowledge, you can start a restaurant or catering service, coffee shop, barber shop, night club, events management, animal care, cleaning service, etc.
- **Raise money** – Write your business plan and raise money from known sources for your business.
- **Do marketing** – Follow the proven marketing strategies like building your lead generating web presence, content, email marketing, social media marketing and PPC ads. Participate in get togethers to grow your networks and show your existence.